



Nicoleta Pana

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Curriculum Vitae

Profile

I am a digital designer working within the (broader) contexts of Service Innovation, Publishing, Technology, Politics, Finance and The City (of the Future).

I have graduated end of January 2018 from the Man & Communication Department of Design Academy Eindhoven and I have been running my own freelance practice since early 2017, where I work on web & mobile based design projects, but also provide strategic design services (i.e: through facilitating trainings & workshops, co-creation sessions and consulting).

I have a good sense for bold, intuitive, straightforward visuals that are both context-appropriate and understandable, but expressive enough to engage, or visually guide audiences and convey the desired messages. I am also very good at spotting and utilising coexisting contradictions in society in order to design relatable, yet exciting visual experiences.

As a designer, I believe it is essential to actively engage stakeholders and to create a strong, coherent, open and inclusive narrative – one that can inform, inspire as well as evoke emotions in various audiences & users. I do this through applying design methodologies like future scenarios (e.g societies with alternative digital services from the ones we know today), or interpreting qualitative research findings and making them tangible; through probing assumptions and through crafting various communication, dissemination and deliberation tools (i.e apps, websites, information campaigns, workshops) that can help (re)configure service and business goals, promote them accordingly, or drive innovation and growth through design.

Education:

2013 - 2018

Bachelor of Arts, Man & Communication
Design Academy Eindhoven

2009 - 2013

Baccalaureate & Design Technician Degree
Queen Mary National College of Art (Romania)

Certifications:

2012

IELTS Academic Certificate

Animation as a Learning Tool Workshop
The Animation Workshop (Denmark)

2011

Cambridge ESOL
Certificate in Advanced English

Work Experience:

2017 -

Freelance/ZZP
Studio Pana
Digital Communication Design, Concept, Branding,
UI/UX Design, Visual Design, Graphic Design

2018

Digital Designer
MobPro & 24AM
Digital Design, UI/UX Design, Visual Design, Media
Design

2016

Design Intern
Money Lab (Institute of Network Cultures)
Digital Communication Design, Crowdfunding
Campaign, Interactive & Visual/Graphic Design

Design Intern

Publishing Lab (ACIN)
Communication Design, Concept Design,
Design Research, UI/UX Design,
Visual/Graphic Design, Identity Design

2015

Student Research Assistant
CRISP, Design Academy Eindhoven
Communication Design, Event Design,
Graphic/Visual Design

2012

Workshop Designer
Active Training (Romania)
Sustainable Design Workshops

Volunteer Work:

2018 -

Design & Communication Specialist
Volt Nederland
Communication & Brand Strategy, Visual
Design, Design Systems, Content Curation,
Event Design

2014 - 2016

Communication Designer & Event Planner
Design Debates, Eindhoven
Program, Concept, Promotion, Production,
Visual Communication Design

Designer, Producer & Reporter
EMMA Radio, Dutch Design Week
Concept, Reporting, Editing, Promotion

Exhibitions, Workshops, Talks:

2018

Exhibition & Talks
Kitchen Sink Politics Online Publication
G18 and The Arena, DDW18
Campina Site, Eindhoven

Workshop

Domus Economicus
Juristendag 2018, Gemeente Eindhoven
Keukenconfessies, Eindhoven

Exhibition & Screening (Conference)

Domus Economicus, Beyond Data Event
Van der Valk Hotel, Eindhoven

2017

Workshop & Presentation
Full Service Society, Alternate Societies,
Dutch Design Week,
Gemeente Inwonersplein, Eindhoven

Workshop/Activation Session

Waterproof Futures, What Design Can Do
Muziekgebouw, Amsterdam

Lecture

Crowdfunding 101
MoneyLab #3, Crowdfunding Campaign
AMFI, Amsterdam

2016

Installation & Talk/Presentation
Analogy, Platform Minded Publishing
Money Lab #3 – Failing Better
Pakhuis de Zwijger, Amsterdam

2016

Exhibition & Interactive Sessions
'Go Dutch, the Wild Goose Chase'
Social Design Straat, DDW
Woonbedrijf, Eindhoven

Languages:

Romanian – Native Speaker
Aromanian – Native Speaker
English – Proficient
French – Good
Spanish – Somewhat/Good
Dutch – Level B1 (aiming to reach
B2 by 06/19)

Skills:

Concept
Storytelling
UX/UI
User Research
Design Research
Wireframing & Prototyping
Layout
Illustration & Drawing
Animation
Photography
Film & Editing
Writing
Adobe Suite
Office Suite
Google Suite
Celtra
Sketch, InVision, Figma, Lingo
HTML, CSS, HTML5
Tumult Hype (HTML5)
Webflow, Wordpress
Javascript